

OFFICIAL**RECEIVED
CENTRAL FAX CENTER****FILED VIA FACSIMILE****AUG 19 2004****PATENT APPLICATION
Docket No. 14531.46****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of)

Phillip Y. Goldman et al.)

Serial No.)

09/264,432)

) Art Unit

) 2614

Filed:)

March 8, 1999)

Confirmation No.)

3073)

For:)

SYSTEM AND METHOD FOR INSERTING
ADVERTISEMENTS INTO AN INFORMATION
RETRIEVAL SYSTEM DISPLAY)

Examiner:)

Scott E. Beliveau)

Customer No.)

022913)

AMENDMENT "H" AFTER FINAL**FILED WITH REQUEST FOR CONTINUED EXAMINATION**Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action of July 8, 2004 (paper no. 28), please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 12 of this paper.

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